

SOCIAL MEDIA PROGRAM ADVISORY PANEL AGENDA

Meeting Minutes

Facilitator: Jared M. Gordon **Recorder:** Nicole Smith **Date:** 4/24/2023 **Time:** 10 a.m. Pacific

Location: Online/Zoom

Attendees

Jared M. Gordon

Reyna LaRicca

Alonzo Williams - (moved motion to accept agenda)

Aviana Rivera

Kimberly Davis (second to approve agenda)

John Mc Avery

Nicole Smith

Lynell Wiggins

Sebastian Stein

Bart Clifone

Agenda

- Vision for/summation of Compton College Social Media Program.
- Curriculum validation by advisory.
- Affirmation that courses are appropriate for accessing an entry-level job in the industry.
- Recommended program-level outcomes.
- Latest industry-relevant equipment, 21st Century skill-sets necessary. Additional specializations to investigate?

Curriculum, courses, program suggestions:

- Alonzo - Consistency, will take time to generate viewers, interact with followers, be aware of what is being put out there because it is permanent.
- Kimberly - Must be knowledgeable of social media rules and marketing to avoid being blacklisted etc. Personal branding (how do you want others to perceive you?)
- Sebastian - Be aware of ethics, miscommunication. How to choose the right/appropriate social media platform.
- John - engage with misinformation to address issues.
- Aviana - Current trends should be implemented because they are always changing. How to effectively read social media analytics and tracking for social media campaigns. High

quality vs low quality can both be beneficial. Viewers will always expect the type of quality you give.

- Kimberly - Consider what type of career students are considering related to social media.
- Lynell - overview of community colleges, offer certificate programs, identify programs that allow people to gain experience (internships). Gaming, commercial music program (skillsets can possibly connect with social media). Entry level and help students to identify options.
- Reyna - incorporate both technical and creative skills for content, brand replication

Program Outcomes/Objectives:

- Sebastian - How to interact with people. Ability to understand social media rules.
- Reyna - familiar paid vs organic experience.
- Alonzo - public speaking skills/ course, Toastmasters
- Kimberly - Course on Copyright Law
- Bart - Understand lighting techniques

Alonzo - meeting adjourned

Kimberly - Second to meeting adjourned